

CONSUMER SURVEY

# Nutritional Purchasing Since COVID-19

TricorBraun surveyed vitamins, minerals, and supplements consumers in the US and Canada to gain a deeper understanding of the impact of COVID-19 on nutritional consumers' buying behaviors and trends, as well as their packaging preferences. **Read on for the major findings, and TricorBraun's related solutions and information.**

# Key Finding #1: Consumption Up Across Ages Since COVID-19

One-third (34%) of US and nearly one-quarter (27%) of Canadian nutritional consumers say they are taking more vitamins, minerals, and/or supplements now than they did before COVID-19.

	US: Taking More Nutritional Products Since COVID-19	Canada: Taking More Nutritional Products Since COVID-19
Ages 18 – 34	34%	36%
Ages 35 – 44	39%	37%
Ages 45 - 54	45%	30%
Ages 55+	26%	17%

## Why is this relevant?

### CONSUMERS DESIRE

The ability to easily incorporate health and wellness products into a variety of daily routines.

### WHAT THIS MEANS FOR BRANDS

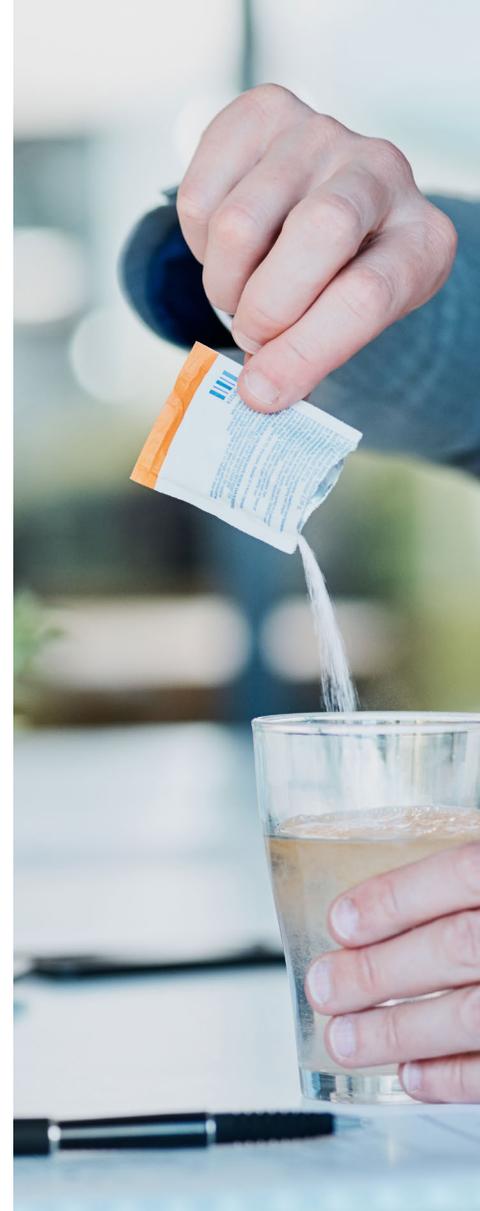
Products that can be used on-the-go, combined with food and beverages, sent via ecommerce, or make the experience more enjoyable.

### WHAT THIS MEANS FOR PACKAGING

Formats that support convenient and customizable experiences like single-serve sachets, easy dose droppers, gummy formats, and direct-to-consumer (DTC) subscriptions.

### RELATED INFORMATION

Check out our brochure to see emerging nutraceutical formats and the packaging that supports them: [Nutra Brochure](#)



# Key Finding #2: Nutritional Consumers Are Purchasing More Products To Support Immunity, Balance Daily Nutrition and Prevent Illness

Of those who purchased vitamins, minerals, and/or supplements since the pandemic onset, the top reasons they do so are to:

	US	Canada
Support Immunity	52%	54%
Balance Daily Nutrition	48%	43%
Prevent New Health Conditions & Illness	32%	32%

## Why is this relevant?

### CONSUMERS DESIRE

Trustworthy products that give them the ability manage their immediate health while also supporting long term wellness goals.

### WHAT THIS MEANS FOR BRANDS

Products that boost immunity, promote hydration, support gut health or mental health, and relieve stress.

### WHAT THIS MEANS FOR PACKAGING

Transparent materials to showcase the product inside and promote authenticity, tamper-evident closures to ensure product safety, pre-portioned sachets for portability, and quick, easy dispensing methods.

### RELATED INFORMATION

Read about trending claims in nutraceutical products here: [Nutraceuticals](#)

Learn more about the food and beverage products consumers are prioritizing to balance their diet and promote wellness here: [Healthy Gut & Probiotics Blog](#)

US consumers are prioritizing mental wellness. Learn about the different types of products they seek here: [Mental Wellness Matters Blog](#)



TricorBraun Solution:  
CR Closures



# Key Finding #3: Consumers Change Where They Purchase Nutritional Products Since Pandemic Onset

More than one-third (36%) of US and one-quarter (26%) of Canadian nutritional consumers have changed where they purchase vitamins, minerals, and/or supplements since COVID-19.

	US	Canada
Primarily Shopped In-Store Pre-Pandemic, Now Primarily Shop Online	25%	18%
Primarily Shopped Online Pre-Pandemic, Now Primarily Shop In-Store	11%	7%

## Why is this relevant?

### CONSUMERS DESIRE

A shopping experience that adapts to their changing needs, flexible options, product experimentation, and reimagined in-store experiences.

### WHAT THIS MEANS FOR BRANDS

Seamless ecommerce platforms, product combination kits, opportunity to personalize, co-branding and category crossovers, plant-based everything

### WHAT THIS MEANS FOR PACKAGING

Direct-to-consumer (DTC) kits, secure sealing for ecommerce, refill subscriptions (premium jars and flexibles)



TricorBraun Solution:  
63mm Gummy Packer

### RELATED INFORMATION

Read about new product launches, packaging trends, consumer behaviors across all major CPG categories in our report: [Now Trending Monthly](#)

# Key Finding #4: Sustainable Packaging Gains Importance, Especially Among Younger Consumers

For nearly 70% of US nutritional consumers, sustainable<sup>1</sup> packaging is neither more or less important, or was never important to them since the pandemic onset; in Canada 74% say so. However, younger consumers are more likely to say sustainable packaging is more important to them when purchasing vitamins, minerals, and/or supplements since the pandemic onset.

	US	Canada
Sustainable Packaging Much More Important Since COVID-19	15%	11%
Sustainable Packaging Somewhat More Important Since COVID-19	15%	14%
Neither More Nor Less Important Since COVID-19	46%	55%
Somewhat Less Important Since COVID-19	8%	6%
Much Less Important Since COVID-19	6%	5%
Sustainable Packaging Was Never Important to Me	9%	8%

	US: Sustainable Packaging More Important	Canada: Sustainable Packaging More Important
Ages 18 – 34	35%	34%
Ages 35 – 44	35%	26%
Ages 45 - 54	36%	13%
Ages 55 – 64	21%	22% (Ages 55+)
Ages 65+	20%	

<sup>1</sup> e.g., packaging made from recycled materials, refillable and/or reusable

# Why is this relevant?

## CONSUMERS DESIRE

The ability to reduce the amount of plastic waste and responsible brands that demonstrate good stewardship towards the environment and the betterment of humankind.

## WHAT THIS MEANS FOR BRANDS

Products with ingredients that are traceable, sourced sustainably and promote claims that align with their personal values.

## WHAT THIS MEANS FOR PACKAGING

Materials that can safely be reused. Paperboard packaging that can be composted in home or industrial settings. Mono-materials that can easily be recycled in existing streams. Light weighted and right-sized packages that optimize shipping conditions.



TricorBraun Flex Solution:  
Biotrē 3.0



## RELATED INFORMATION

Six ways to incorporate sustainable design into your package: [Design Optimization: Why Consider Sustainable Design?](#)

Read more about product trends and packaging examples that satisfy the consumer desire for convenience and sustainability: [Trends Collide Brochure](#)



## About the Survey

TricorBraun's survey was conducted online by The Harris Poll on behalf of TricorBraun between December 8-11, 2020, among adults ages 18+ in the U.S. (n=2,028, of whom 1,679 have purchased vitamins, minerals and/or supplements since the onset of COVID-19) and in Canada (n=1,066, of whom 801 have purchased vitamins, minerals and/or supplements since the onset of COVID-19). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

Contact us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com) to get started today.